

INSOURCING AI CAPABILITY AT SCALE

Don't buy what you can deliver.

Most organisations commission external delivery of PERSONAL and TEAM sessions indefinitely. COACH2COACH trains your leaders to run them, so you scale faster, lead better, and prove the financial case to your CFO from day one.

01

FASTER

MOMENTUM

Scale MINDSET across the organisation, without the bottleneck.

Every external session takes time to schedule, contract, and deliver. When your own leaders run PERSONAL and TEAM, you remove that bottleneck entirely. Sessions happen when the organisation needs them, not when a TIP diary has a slot. You can move from one cohort a quarter to one a week.

Organisations report significantly faster rollout cadence once self-delivery is established. Unum have self-delivered both formally and informally across their 1,000-person organisation.

02

BETTER

MINDSET

If you can't teach it, you don't understand it.

Leaders who deliver PERSONAL and TEAM sessions deepen their own AI fluency in the process. But the bigger effect is leadership shadow: when a senior leader runs the session, the signal to the team is unambiguous. AI fluency isn't something delegated to L&D. It originates at the top. That shift in perception changes what's possible.

NPS scores for leader-delivered sessions match TIP-delivered benchmarks when facilitated using the TIP run-book.

03

CHEAPER

MONEY

Insourcing is the first proof point your CFO will understand.

A 1,000-person organisation reaching its top 200 leaders needs approximately 10 TEAM sessions at £7k each, £70k of external spend. COACH2COACH costs roughly £21k (3× one session). That's a saving of £49k and a >3× ROI, delivered within a single quarter. And the content needs no modification by persona: we've run identical sessions from CEO to PA across hundreds of cohorts. It works.

10 sessions · £70k external cost · £21k COACH2COACH investment · £49k saving · >3× ROI · within one quarter.

HOW WE HELP YOUR ORGANISATION DELIVER IT

COACH2COACH is a train-the-trainer programme, typically twice the length of the underlying session, that produces internal facilitators who can run PERSONAL and TEAM sessions at will, with confidence, inside your organisation.

THE ENABLEMENT JOURNEY

1 COMPLETE STEP 1 PERSONAL FIRST

Leaders must have experienced PERSONAL and TEAM themselves before they can teach them. Fluency is not optional, it's the foundation. If they haven't done it, they can't teach it with authenticity.

2 COACH2COACH PROGRAMME

A double-length session per module (PERSONAL or TEAM). Leaders practise facilitating the full session, real prompts, real problems, real participants. TIP coaches shadow, intervene, and debrief in real time.

3 FIRST LIVE SESSION (OPTIONAL CO-DELIVERY)

A TIP coach can attend the leader's first independently-run session. Not to take over, to increase confidence and ensure the session lands. One safeguarded delivery builds the habit for all future ones.

4 INDEPENDENT DELIVERY AT SCALE

Your leaders are now self-sufficient. They have the run-book, the Mentimeter bank, the transcript-scoring guidance. Sessions run on your schedule, in your language, in your context, not ours.

WHAT YOUR FACILITATORS LEAVE WITH

A repeatable run-book

Day-before, on-the-day, day-after. Every session lands.

Mentimeter question banks

Pre-built for PERSONAL and TEAM. Ready to use.

Transcript-scoring guidance

Coach feedback and simple benchmarking built in.

Shared facilitator language

POC → Improve-My-Prompt → Validate & Verify — applied to real work.

"In the AI era, don't just lead. If your leaders can't teach it, they don't own it."

DELIVERY MODEL

One TIP facilitator. Double-length format. Hands-on practice with live shadow-coaching.

Tool-agnostic (Copilot, Gemini, Claude). Microsoft-first posture for enterprise guardrails.

Optional annual add-on: content updates, facilitator community, refreshed Mentimeter libraries.

NEXT STEP

Choose your starting module — PERSONAL or TEAM.

Pick your cohort of internal facilitators.

We'll have them delivering independently within weeks.

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